

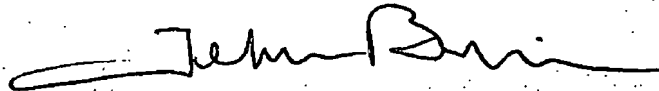
REMARKS

All pending claims are rejected under 35 U.S.C. § 103(a) as being unpatentable in light of a combination of Gupta and Gupta et al. Applicant respectfully posits that this rejection is moot in light of the current amendments.

Each independent claim (1, 13 and 24) is amended herein to recite "directing said request by a user from a mobile client device having a user interface, said user interface having a menu of favorites; receiving a selection from said menu of said mobile client device; and responsive to said selection, automatically triggering transmission of a signal to said first computer server invoking said program code and said additional program code for said selection." Support for the amendment is found in the specification at, for example, page 27, line 4 to line 17.

Applicant respectfully posits that the art of reference does not disclose or suggest this new limitation, and thus the pending claims have been distinguished from the art of record. Accordingly, Applicant respectfully requests allowance of all claims as amended. If the Examiner would like to discuss this matter, Applicant's attorney can be reached at 650-474-8400.

Respectfully submitted,



Jeffrey Brill  
Reg. No. 51,198